GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:132
ANSWERED ON:02.03.2001
NEW ADVERTISEMENT POLICY
GIRDHARI LAL BHARGAV;RASA SINGH RAWAT

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government propose to formulate a new Advertisement Policy forreleasing advertisements to the regional newspapers;

(b) if so, the time by which the said policy is likely to be formulated;

(c) whether the DAVP has revised and circulated the rates of advertisements for the newspapers particularly for Regional newspapers for the year 2000-2001;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 132 FOR REPLY ON 02.03.2001.

(a) & (b): The Government has issued the revised Advertisement Policyand Guidelines for Empanelment of Newspapers with DAVP, in February, 2001. The new policy and guidelines are applicable to all the newspapers, including the regional newspapers.

(c), (d) & (e): The advertisement rates of DAVP are normallyrevised every four years. The rates were last revised on 1.1.1999 and therefore no revision was required in the year 2000-2001. The basic unit rates are equally applicable to all newspapers including regional newspapers.